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Application No. 09/540,214  
Attorney Docket No.: 00-006

J.E.

11-27-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:  
Walker et al.

Application No.: 09/540,214

Filed: March 31, 2000

For: METHOD AND APPARATUS FOR  
CONDUCTING A TRANSACTION  
BASED ON BRAND  
INDIFFERENCE

Customer No. 22927

- ) Group Art Unit: 3622
- )
- ) Examiner: Arthur D. Duran  
(703) 305-4687  
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- )
- ) **AMENDMENT AND RESPONSE**  
**to the Non-Final Office Action**  
**Mailed August 19, 2003**  
**(Paper No. 17)**
- )
- ) Attorney Docket No. 00-006
- )
- )

**CERTIFICATE OF TRANSMISSION / MAILING**

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Dated: November 18, 2003 By:

*V. S. Lelievre*  
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Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Non-Final Office Action mailed August 19, 2003, (Paper No. 17), entry of the following amendments and consideration of the following remarks into the above identified application are respectfully requested.